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Subject: Monday Motivation: The Leadership Challenge with Jim Kouzes

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Free Resource - March 12th, 2012

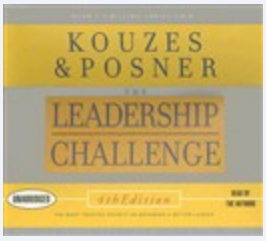
Free Resource of the Day

Leading at Google: Jim Kouzes on The Leadership Challenge

Now in its Fourth Edition, the bestselling leadership book *The Leadership Challenge* by James M. Kouzes and Barry Z. Posner is widely considered one of the best research-based books on leadership. In this talk delivered at Google, Jim Kouzes presents some of their findings on leadership. One such finding is that the most influential leaders to people are not usually business leaders or political figures, but family members, teachers, and coaches who are the closest to us. And with that finding Jim Kouzes asserts that leadership is everyone's business. He presents many other researching findings such as the most important characteristics of leaders and much more. Watch this streaming video on leadership with author Jim Kouzes available on YouTube.

Leading at Google: Jim Kouzes on The Leadership Challenge

Coupon of the Day



The Leadership Challenge: The Most Trusted Source on Becoming a Better Leader

Take $5 Off *The Leadership Challenge* by James M. Kouzes and Barry Z. Posner on audio download and audio CD. Enter in the coupon code: **challenge**. On the bottom of the payment page of checkout below where you enter your credit card information click "Apply a LearnOutLoud.com Gift Certificate or Coupon" and enter in this coupon code. Note: this coupon only works with credit cards and not PayPal. This coupon is valid for this title through next week until Monday, March 19th.

The Leadership Challenge has become one of the best-selling leadership books of all time. Now, with the publication of the fourth edition of their landmark book and for the first time on audio, Jim Kouzes and Barry Posner celebrate 25 years of leadership excellence.

The Leadership Challenge, the most trusted source on becoming a better leader, has been thoroughly updated and revised for a new generation of leaders living and working in a global environment. Building on the knowledge base of the previous books, this fourth edition is grounded in research and presents extensive interviews with a diverse group of leaders at all levels in a wide variety of organizations from around the world. The authors emphasize that the fundamentals of leadership are not

a fad. While the context of leadership has changed dramatically, the content of leadership has endured the test of time.

With scores of new case studies and a timeless and inspiring message, The Leadership Challenge is a "personal coach in a book", guiding listeners through the Five Practices of Exemplary Leadership. When leaders understand that leadership is a relationship and they begin to engage in the Five Practices (Model the Way, Inspire a Shared Vision, Challenge the Process, Enable Others to Act, and Encourage the Heart), they are better able to embark on a lifetime of success and significance.

Available on MP3 Audio Download.

Listen to a free sample of: The Leadership Challenge

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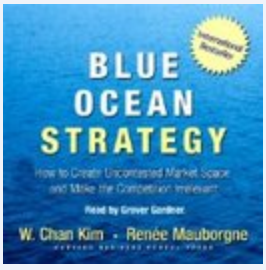

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